

ATTACHMENTS

Journalism Program Assessment Plan

September 2016

1. Goal Cited in OU Mission

Oakland University provides rigorous educational programs. A strong core of liberal arts and sciences is the basis on which undergraduates develop the skills, knowledge, and attitudes essential for successful living and active, concerned citizenship. A variety of majors and specialized curricula prepare students for post-baccalaureate education, professional schools or careers directly after graduation. Each program provides a variety of courses and curricula experiences to ensure an enriched life.

2. Program Goals

Journalism offers an exceptional combination of theory and practice to prepare knowledgeable, skilled and ethical graduates for rewarding careers in news, public relations, advertising, related communication fields, and/or post-graduate studies.

3. Student Learning Outcomes

- a. Students demonstrate knowledge of theory and skills necessary to produce meaningful content for news, public relation and advertising organizations.
- b. Students demonstrate knowledge of the legal and ethical aspects of journalism and its critical role in a democracy.

4. Assessment measures

Direct — All majors must complete at least one internship in their field. Faculty and media professionals evaluate interns' performance.

5. Individuals Responsible for Assessment Activities

Communication and Journalism assessment committee members Garry Gilbert, Dr. Jenn Heisler and Special Instructor Beth Talbert.

Contributing to the assessment activities are intern director Brian Hlavaty, program adviser Holly Shreve Gilbert, and faculty members Dr. Adina Schneeweis, Dr. Chiaoning Su, Dr. Seungae Suzi Lee, Dr. Laura Fry, and visiting instructor Edward Nakfoor.

6. Procedures for Using Assessment Results to Improve Programs

Journalism faculty members conduct meetings every semester to review results, propose changes and evaluate any changes that have been implemented.

Goal Cited in OU Mission	Relevant Goal of Unit	Student Learning Outcomes	Methods of Assessment	Individual(s) Responsible for Assessment Activities	Procedures for Using Assessment Results to Improve Program
<p>Oakland University provides rigorous programs. A strong core of liberal arts and sciences is the basis on which undergraduates develop the skills, knowledge, and attitudes essential for successful living and active, concerned citizenship.</p> <p>Each program provides a variety of courses and curricular experiences to ensure an enriched life.</p>	<p>Journalism offers an exceptional combination of theory and practice to prepare knowledgeable, skilled and ethical graduates for rewarding careers in news, public relations, advertising, related communication fields, and/or post-graduate studies.</p>	<p>Students demonstrate knowledge of theory and skills necessary to produce meaningful content for news, public relation and advertising organizations.</p> <p>Students demonstrate knowledge of the legal and ethical aspects of journalism and its critical role in a democracy.</p>	<p>Direct — All majors must complete at least one internship in their field. Faculty and media professionals evaluate interns' performance.</p>	<p>Journalism director Garry Gilbert</p> <p>Dr. Jenn Heisler</p> <p>Special Instructor Beth Talbert</p> <p>Intern director Brian Hlavaty</p> <p>Program adviser Holly Shreve Gilbert</p> <p>Dr. Adina Schneeweis</p> <p>Dr. Chiaoning Su</p> <p>Dr. Seungae Suzi Lee</p> <p>Dr. Laura Fry</p> <p>Visiting instructor Edward Nakfoor</p>	<p>To best serve our students, the program's faculty updates its major, minors, courses, and lab equipment every year. The faculty meets formally and informally every semester to assess the steps necessary to keep the curriculum current.</p> <p>Survey results from internship supervisors are reviewed annually by the assessment committee and shared with all full-time faculty.</p>